

**METHOD AND SYSTEM FOR TRANSMITTING MULTIMEDIA DATA
WITH DOWNSTREAM DATA TRANSFER OVER LOCAL TV
BROADCASTING CHANNEL AND FOR RECEIVING REQUEST WITH
UPSTREAM DATA TRANSFER OVER ANOTHER CHANNEL**

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ABSTRACT

A communication system for propagating multimedia data through local TV
broadcasting channel as downstream data transfer to a plurality of customer premise
equipment, and for receiving at least one customer's request through telephone network
10 as upstream data transfer is provided.

The communication system includes a broadcasting control center for receiving
at least one customer's request from at least one customer premise, and for transmitting
broadcasting applying signal to a local broadcasting center corresponding to a
customer's request; and at least one local broadcasting center coupled to said
15 broadcasting control center and the plurality of customer premise equipment, for
propagating multimedia data corresponding to the customer's request through local TV
broadcasting channels to the plurality of customer premise equipment corresponding to
the broadcasting applying signal received from said broadcasting control center.